

DOCKET NO. 13872RRUS02U

Customer No. 49,403

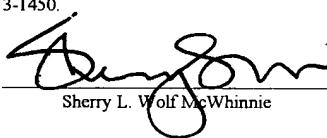


IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Hall et al.
Serial No. 10/034,002
Filed: December 26, 2001
For: Method Delivering
Location-Based Targeted
Advertisements to Mobile
Subscribers
Group No./A.U.: 2645
Conf. No. 1840
Examiner: Roland G. Foster

CERTIFICATE OF MAILING UNDER RULE 8

I hereby certify that this correspondence is being deposited in the
United States Mail under 37 C.F.R. § 1.8 with sufficient First
Class Postage on July 12, 2005 and is addressed to: Mail Stop
AF, Commissioner for Patents, P.O. Box 1450, Alexandria, VA
22313-1450.

By: 

Sherry L. Wolf McWhinnie

TRANSMITTAL LETTER

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Responsive to the Final Office Action having a mailed date of May 18, 2005,
please find enclosed the following:

- 1) Amendment and Response to Final Office Action
- 2) Return Receipt Postcard

The Commissioner is hereby authorized to charge any additional fees connected with this
communication or credit any overpayment to Garlick Harrison & Markison Deposit Account
No. 50-2126.

Respectfully submitted,

Date: July 12, 2005

/Kevin L. Smith/

Kevin L. Smith, Reg. #38620

Attorney for Applicant

Garlick Harrison & Markison, LLP

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Dallas, TX 75367

(972) 772-8836/office

(972) 772-5033/facsimile

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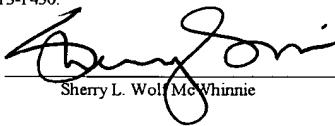
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P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION

Sir:

In reply to the Final Office Action having a mailed date of May 18, 2005, Applicant
requests the Examiner to enter this Amendment After Final and request reconsideration and
withdrawal of all outstanding rejections culminating in allowance of the pending claims.

Amendment to the Specification – N/A

Amendment to the Claims being on page 2 of this paper.

Amendment to the Drawings – N/A

Remarks begin on page 6 of this paper.